

EL PASO HERALD BUSINESS SECTION

PRODUCTIVE VALLEY OF RIO GRANDE VISITOR SUGGESTS MODERN APARTMENTS FOR EL PASO

Capt. J. P. Casey Says High Priced California Land Is Inferior to Valley.

EL PASO AS A MARKET PLACE

What can be done with the intelligent application of common sense, plus thrift and economy, in the valleys of the Rio Grande is shown by the results Capt. J. P. Casey has obtained on a ranch in the Mesilla valley. Taking possession of the 112 and a fraction acres included in the ranch in 1887, with nothing on it but a wilderness of mesquite and toronillo, Capt. Casey cleared the land and incidentally \$5000 each year during the time he was in the ranching business, in addition to supporting his family and educating his sons.

Border Irrigation. Reservoir, or irrigated border irrigation, proper cutting of the alfalfa crops and the utilization of the alfalfa are the four strong points in Capt. Casey's story of his success in the upper valley. The discovery of the first point was purely accidental, he says; as he knew little or nothing of practical ranching when he took charge of the ranch, which was located on the Dona Ana road above Las Cruces.

In constructing his ditches one and one-eighth acre of ground was cut off from the rest between two ditches. When cutting time came it was found that this acre and a fraction had produced three and three-eighths tons of hay. This interested the amateur rancher and he discovered that the ditches surrounding the small piece of land had wet the ground more thoroughly than the remainder of the cultivated portion of the ranch. This set him to thinking and the result was, a 10 acre tract was put in cultivation the following fall with high borders. This was the beginning of the system of economic irrigation which Capt. Casey called reservoir irrigation for the want of a better name. The borders were made much higher than was the custom and the neighboring ranchers referred to the ranch owner, he says, as "crazy man who made such high borders."

All of the ranch but about 12 acres was later put into cultivation under the same system of high borders and as an illustration of the success attained Capt. Casey says he got 760 tons of hay off of the 100 acres and caused the native cutters to reform their acre charge for cutting the crops as his hay could not be profitably cut at the old charge of 75 cents per acre.

Alfalfa Cutting. Another important fact was discovered by Capt. Casey while he was in active charge of the ranch. The proper time for cutting alfalfa has always been more or less mooted among hay growers. Some say after it blooms, some say to cut while it is in full bloom and others advocate intermediate times.

Capt. Casey, from his experience, he had gained, decided that the best time to cut the hay crop was just before it got in bloom. His theory is based on years of practice. He claims that it is best to cut the crop before it has bloomed, for when it blooms the growth is stunted. When the crop is cut just before it blooms but after it has reached its maturity, Capt. Casey says, it immediately starts up fresh to make a second crop and the result is from four to five cuttings each season with a good aftermath.

This aftermath was utilized by the rancher to provide feed for a number of calves which he collected. From different parts of the valley and pastured on alfalfa land until the aftermath had been eaten, then he disposed of them to the El Paso and valley butchers at a good profit.

Gives Land a Rest. That vegetation, like animals, requires a rest during the winter months is another interesting fact Capt. Casey learned as a result of his experience with the Mesilla valley ranch. From November to February, at the time when his neighbors across the fence were soaking their alfalfa fields, Mr. Casey allowed his alfalfa plants to rest, not irrigating, and the result was, after part of February he would irrigate his ground, a crop would come out of the ground overnight almost and the yield was heavier and the quality of the hay much higher as a result of the vacation the wealth producing forage plants had been given.

With an experience in practical ranching which extended over 12 years and a working knowledge of the condition and soil formations extending over another 18 years, Capt. Casey says he feels qualified to judge the fertility of the Rio Grande valley soil as compared to that of California where he has spent a great deal of time.

"I found that land in California which cost from \$2000 to \$3000 was inferior to that of the Mesilla valley of New Mexico," he said. "First it is necessary to obtain the land, paying \$20,000 for 10 acres. This carried 10 shares of water rights, but the supply is soon found to be insufficient to properly irrigate the land and driven wells are added at a cost to the rancher.

"It is also found necessary to buy expensive fertilizers to enrich the soil. Then after the crops are picked the grower has no control over his prices or the disposal of his crops as this is attended to arbitrarily by the produce exchanges and other combines.

"In the Mesilla valley, and the Rio Grande valley, which are both identical, land can be bought for a 10th part of what is paid for the California land. The water rights are sufficient to irrigate and are perpetual. The waters of the river fertilize the land at each irrigation and no fertilizer is necessary. The producer has a right to sell his product wherever he can obtain the best prices and as a market the southwest is almost limitless.

"With its mining resources as one of the greatest mineral districts in the country and with the other varied industries, this section will provide a market for everything raised in the valleys for years to come. A man can take 20 acres of ground here and with intelligent cultivation and reasonable care, can make good money in addition to a comfortable living."

Kansas City Man Who Builds Sky Scrapers Says Some More Modern Apartments With Proper Hotel Service Would Attract People With Money and Would Meet a Need of the City.

El Paso has received some of its most valuable suggestions from without. Men come here who are accustomed to viewing things in perspective and make a suggestion which had never occurred to El Pasoans, yet they often suggest something which is the key to the solution of some civic problem.

"El Paso needs apartment houses for the accommodation of the winter tourists; a group of apartment buildings of modern style and construction should be built either on Boulevard or Montana street; these apartments should be under the same management, of the same general design, heated, lighted and kept in order by the same power, lighting and janitor service, and should be provided with all modern apartment equipment, including garages and arrangements for a service similar to that furnished by a first class hotel."

This is the suggestion of a man who is conducting a building campaign which has included a skyscraper building each year for four years. This week A. M. Gloyd was at the Sheldon on his way to Kansas City from a visit to Mexico. He had been in El Paso on his trip to the republic and had spent several days here. Accompanying him from Kansas City was a friend who was ill. He wished to spend the spring in El Paso in order to avoid the damp, rainy weather of March at his home. Mr. Gloyd made an effort to secure suitable apartments for him in the city, but was unable to find anything of the kind desired. This set him

pared to that of California where he has spent a great deal of time. "I found that land in California which cost from \$2000 to \$3000 was inferior to that of the Mesilla valley of New Mexico," he said. "First it is necessary to obtain the land, paying \$20,000 for 10 acres. This carried 10 shares of water rights, but the supply is soon found to be insufficient to properly irrigate the land and driven wells are added at a cost to the rancher.

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PREDICTION OF GEN. ANSON MILLS

Selection of Center of Busy El Paso Years Ago a Good One.

When the wreckers start to work razing the Mills building to make way for the new 12 story "Anson Mills" building, the ground which was selected by Gen. Mills back in the early sixties as the business center of the city, will be exposed.

When Gen. Mills made the Mills map of El Paso, a copy of which is now on file at the courthouse and library, he selected the plaza corner now occupied by his business block, as the center of the business activity of the future.

As proof of Gen. Mills' sagacity, the building is to be replaced with the tallest building in the southwest, on the one spot in all the business district which the old general selected as the axis of the city's commercial wheel. The new Anson Mills building is to be a monument to the man who first laid out the city of his adoption and will be a perpetuation in concrete and marble of his prophecy for the future, made when El Paso was just merging from the goat ranch days.

Build Residences. W. C. Taylor, a member of the Great Texas Realty company, is building three rental residences on Boulevard and Dallas streets. They will be six rooms each, and will cost \$2500 each.

J. R. Pogardus is building an \$1800 residence, in East El Paso, for F. E. Bailey, a freeman of the Southwestern line. W. L. Pringle is also building a residence for William Taylor on East Missouri street which will cost \$2500 when completed.

The Stratford apartment house on West Missouri street has been sold by the Great Texas Realty company to Mrs. O. M. B. Fleming Jones, of Las Cruces. The consideration was \$10,500 and was purchased as an investment by Mrs. Fleming Jones, who is the wife of W. A. Fleming Jones, one of the leading business men of Las Cruces.

Ground was also broken this week for another new apartment house on West Missouri. The building is to be a erect-

to thinking of the needs of El Paso as a potentially great city.

The name of Gloyd Bros. is not as well known in El Paso as it is in Kansas City. There it stands for 12 story buildings and warehouses with 14 acres of floor space. A. M. Gloyd is one of the brothers who have made these buildings possible.

Economy of construction and operation is the only way it is possible to get above competition, he says, and he knows, for he and his brother have got several floors above competition in Kansas City. Montgomery, Ward & Co. have a 21 year lease on the building which was first built as a unit of the completed structure, and also on the second unit which completes the structure, and provides the mill and house with 14 acres of floor space, private track and a liability of \$2500 each month, payable to Gloyd Bros.

The two brothers, who made their fortunes in the lumber business of Louisiana, have planned to erect a big building each year for four years. The Gloyd building on Walnut street was the first of the line of buildings they have planned and completed, and the two units of the Montgomery-Ward building have already secured options on a depot site and yards and their surveys are within ten miles of the town.

Frank Murphy, of Phoenix, whom El Paso's Randolph secured out of the Arizona & Eastern, is also scheduled to arrive in Tucson with another party from New York, and the automobiles for their trip on the heels of the first party have been reserved, Mason said.

"Our company has purchased concessions of 40 Old Arizona & Mexican railroad for a line through Mexico to Port Lohos. Unless we meet with insurmountable obstacles, the line will be constructed from a point on the Arizona Southern to Port Lohos, about 200 miles. A year ago we sent surveyors over the proposed route to make a preliminary report. Stanton and I are going over the line with Muller as far as Saco."

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Southwestern's Line to Tucson to Connect With Another Line to Ocean.

FRANK MURPHY IS BEHIND NEW LINE

Accompanying the announcement that the Southwestern railroad is surveying for lines to Tucson and Phoenix, is the fact that an independent line is to be built from Tucson to the Mexican Pacific coast that will, in conjunction with the Southwestern, give the Rock Island an outlet to tidewater.

Tucson papers state that incorporation papers for the Arizona-Mexico Construction company were filed upon the arrival of Victor L. Mason, vice president of the Development Company of America, and W. A. Stanton, vice president and general manager of the Tombstone Consolidated Mines, Limited, of Tombstone, and also of the Imperial Copper company, whose smelter is located at Saco. The line will run from Port Lohos to Saco, from Saco to Silver Bell, and thence to Tucson, where it will join the extension which the El Paso & Southwestern are now surveying from Hereford to Tucson.

Going Over the Route. Mason, Stanton and F. A. Muller, of New York, a civil engineer, together with a party of capitalists, left Tucson to go over the route to Saco in automobiles. The El Paso & Southwestern people have already secured options on a depot site and yards and their surveys are within ten miles of the town.

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El Paso Improvements Force Business and Professional Men To Dodge Around Lively For New Or Temporary Quarters While Old Buildings Are Demolished To Make Room For the New Ones.

A new business directory will be necessary by the first of April to enable El Pasoans to find each other.

Offices, stores and various kinds of business enterprises are changing locations with the rapidity of a chorus girl choosing costumes in a musical show. The wrecking of a number of the old store and office buildings, the construction of new ones and the remodeling of others has caused a general shakeup in the map of the business district, and the changes are just beginning at the present time.

The Mills building is being vacated as rapidly as it is possible for the tenants to find rooms elsewhere. The Santa Fe ticket office will be moved to the room formerly occupied by the chamber of commerce on San Francisco street as a temporary headquarters. The offices of H. B. Stevens, in the same building, will also be moved to San Francisco street, and will have the room adjoining the temporary offices of the Santa Fe. The El Paso Printing company has vacated the Oregon street room in the Mills block, having moved into its new location in the rear of The Herald building. The Hughes Printing company has also been moved to the corner of Main and El Paso. The physicians and mining men who had offices on the second floor of the building are moving as rapidly as new offices can be secured, and the business college will vacate at once.

Bank Moving. Today the American National bank is moving from the corner of Oregon and San Antonio streets to the room vacated by the Rio Grande Valley bank

store on the corner of El Paso and San Antonio streets, opposite the First National bank, will be moved to upper San Antonio street in the room formerly occupied by the Curran Book store, which has been remodeled and had a new front put in it.

On Upper San Antonio street the Bazaar is moving into the Turner building, which has been made into a modern clothing store. The rooms now occupied by the Bazaar will be torn down and a new building built there by Richard Caples. The opening of the new El Paso Bank and Trust company will add to the business of this part of the street.

On Oregon Street. On North Oregon street, Shindler's grocery has been opened in the remodeled Hadley block; the El Paso dairy has moved its milk depot into the room adjoining the grocery, and a new shoe shop has taken the small room in the building.

On San Francisco street, D. T. White has vacated the office room he had in the Ingersoll-Rand company's salesrooms, and is thinking of moving into the chamber of commerce building.

Many other changes have been made and more will follow as soon as the structures which are now in course of erection, or are being planned, are completed.

A number of tenants have already engaged rooms and offices in the new American National bank building, the Anson Mills building and the Roberts-Banner building.

El Paso's business district is sprucing up and taking notice this spring.

With the assistance of the citizens of El Paso and the great southwest, who are the direct beneficiaries, the Southwestern system is planning to make the Cloudcroft reservation the greatest mountain resort west of the Adirondacks. General manager H. J. Simmons has returned from Chicago, and expects to devote as much of his time as possible during the next month to the development of Cloudcroft as an ideal summer resort.

Upon his arrival, Mr. Simmons stated that the plans for the new \$100,000 hotel had been drawn and were out for bids among a number of outside and local contractors. Work will begin on this, he says, as soon as building operations are possible in the mountains although it will not be ready to occupy this season.

Interest in the baby sanatorium is as general as it is keen. Persons who have never before shown an interest in Cloudcroft or anything pertaining to the mountain resort, have volunteered to take blocks of stock in the company which has been proposed to finance the project. Postmaster Bailey, of North Cloudcroft, and one of the resort's most loyal and enthusiastic boosters, has written to Dr. H. E. Stevenson, stating that he wished to subscribe for \$100 worth of stock in the company. General manager Simmons is also much interested in the proposed sanatorium.

Sister Catherine, mother superior in charge at Hotel Dieu, is another friend of the babies who is anxious to see the place among the pines established for this, he says, as soon as building operations are possible in the mountains although it will not be ready to occupy this season.

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